

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) ~~A method for accessing the Internet using an Internet TV in an Internet TV system comprising the Internet TV, in which a function of accessing the Internet and a function of receiving a TV broadcast are combined, and a server for operating a portal site which provides information to the Internet TV~~In an Internet TV capable of Internet access and receiving TV broadcast signals, a method for receiving information from an information service provider, the method comprising:

(a) transmitting a an authentication request message from the Internet TV to the an information provider server requesting authentication for use of receiving information during a current-first session;

(b) transmitting-receiving a message from the server requesting an authentication number from the Internet TV;

(c) if the authentication number is available in a memory device of the Internet TV, transmitting the requested authentication number from the Internet TV to the information provider server if the authentication number is available, checking a so that the information provider server checks validity of the transmitted authentication number, and providing

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~~information to the Internet TV for the current session if it is determined that the authentication number is valid;~~

~~(d) requesting a new authentication number from the server if the authentication number is not available in the memory device, registering a user in accordance with information collected by with the information provider server, and receiving a new authentication number from the server, and providing information to the Internet TV for use during the current session to store in the memory device;~~

~~(e) receiving information from the information provider server and logging out to complete the first session; and~~

~~storing the new authentication number in a memory device of the Internet TV for use during a later session, wherein the new authentication number is a combination of at least one of a model name, a manufacturing year or a manufacturing month of the Internet TV~~

~~(f) transmitting the authentication request message to the information provider server requesting authorization for a second session, and, in response to a request from the information provider server, transmitting the authentication number stored in the memory device to the information provider server so that the information provider server checks the validity of the authentication number, and receiving information from the information provider server during the second session.~~

2. (Cancelled)

3. (Currently Amended) The method of claim 21, ~~further comprising wherein (c)~~
comprises:

determining if ~~whether~~ the Internet TV is in a default state;

requesting the ~~portal information provider~~ server to search for ~~an~~ the
authentication number corresponding to the Internet TV ~~when if~~ the Internet TV is in ~~a~~ the
default state;

~~inputting providing the information provider server with~~ user information
requested by the ~~portal information provider~~ server; and

receiving the ~~requested~~ authentication number ~~and storing the received~~
~~authentication number in a~~ from the information provider server to store in the memory device.

4-19. (Cancelled)

20. (Currently Amended) The method of claim 1, further comprising:

determining if the Internet TV is in a default state; and

requesting the information provider server to search for the authentication number
corresponding to the Internet TV.

21-24. (Cancelled)

25. (Currently Amended) The method of claim 1, wherein the new authentication number is ~~a combination of~~ at least ~~two~~ one of ~~the~~ a model name, ~~the~~ a manufacturing year, or ~~the~~ a manufacturing month of the Internet TV.

26-27. (Cancelled)

28. (New) In an Internet TV capable of Internet access and receiving TV broadcast signals, a method for receiving information from an information provider server, comprising:

(a) transmitting an authentication request message to the information provider server requesting authentication for receiving information;

(b) receiving a message from the information provider server requesting an authentication number;

(c) if the authentication number is available in a memory device of the Internet TV, automatically transmitting the authentication number to the information provider server so that the information provider server checks validity of the authentication number;

(d) if the authentication number is not available in the memory device, registering a user

with the information provider server and receiving a new authentication number to store in the memory device;

(e) receiving the information from the information provider server and logging out from the information provider server; and

(f) transmitting the authentication request message to the information provider server, and automatically reading out the authentication number from the memory device to transmit to the information provider server so that the information provider server checks the validity of the authentication number, and receiving the information from the information provider server.

29. (New) The method of claim 28, further comprising:

determining if the Internet TV is in a default state; and

requesting the information provider server to search for the authentication number corresponding to the Internet TV.

30. (New) The method of claim 28, wherein the new authentication number is a combination of a model name, a manufacturing year, and a manufacturing month of the Internet TV.

31. (New) An Internet TV apparatus, comprising:

a display screen configured to display information;

a processor configured to perform a plurality of operations;

a modem configured to support at least one of a cable connection, an asymmetric digital subscriber line (ADSL) connection, a phone line connection, or a local area network (LAN) connection to access a server that provides moving picture services and text information to allow Internet access and reception of television broadcasts; and

a memory configured to store information including at least one authentication number that is used to access to the server, the authentication number including product identification and product manufacturing information of the Internet TV apparatus, wherein the processor, the modem and the memory cooperate to automatically access the server without a user login procedure requiring user interaction via the display screen for user authentication, such that access to the server is achieved through an access procedure and a re-access procedure, wherein the access procedure comprises:

sending, to the server, an access request message;

receiving, from the server, a request for an authentication number;

sending, to the server, the requested authentication number retrieved from the memory; and

receiving, from the server, information that is then decoded and displayed on the display screen if the authentication number results in successful authentication of the Internet

TV apparatus; and wherein the re-access procedure comprises:

sending, to the server, another access request message;

receiving, from the server, another request for an authentication number;

sending, to the server, the same authentication number previously used in the
access procedure that resulted in successful authentication of the Internet TV apparatus; and

receiving, from the server, information that is then decoded and displayed on the
display screen.